



## BRAND PROFILER: What Are We Like?

### AUTHORITY PROFILE: What role do you play to your customer/client? (Select only one)

Leader/Guide                  Partner/Peer                  Coordinator                  Servant

### PERSONALITY PROFILE: What are your character traits and/or company culture? (Select one for each pair)

Genuine	Showy	Street Smart	Book Smart
Approachable	Authoritative	Sincere	Entertaining / Joking
Casual	Professional	Extrovert	Introvert
Caring	Aggressive / Cut-throat	Humility	Appearance-based
Supportive/Helpful	Empowerment	Contemporary	Traditional
Energetic	Relaxed	Good enough	Perseverance
Not about money	Financial wealth	Sympathetic/Empathetic	Solutions Focused

### EMOTIONAL PROFILE: What feelings do you want to reflect? (Select one for each pair)

Discovery	Familiarity	Appreciation	Envy
Completion	Ongoing Refinement	Love	Indifference
Repentance	Innocence	Effort	Easy
Anxiousness	Security	Obligation	Freedom
Selfless	Internal Growth	Adventure	Routine
Gain	Loss	Independence	Adherence
Generosity	Accumulation	Intentional	Inspirational / Random
Togetherness	Privacy		



## **BRAND PROFILER: What Are We Like?**

### **AUTHORITY PROFILE: What role do you play to your customer/client? (Select top three, highlight #1)**

Integrity	Respect	Sacrifice/Serving others
Acceptance/Non-judgmental	Wealth	Success
Reliability/Commitment	Health	Loyalty
Trustworthy	Status	Honesty/Truth
Stability	Tradition	
Faith	Community/Society Conscious	
Openness/Transparency	Environmentally minded	

### **What are your top professional attributes? (Select top three)**

Accuracy	Flexible/Adaptive	Safety
Cleanliness	Results-oriented	Creative/Innovative
Structure	Utilitarian	Practical
Hands-on	Timeliness	
Decisive	Regularity	
Efficiency	Responsiveness	

### **Product/service focus (Select one or two)**

Quality	Speed	Affordability
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### **FUNCTIONAL PROFILE: Describe services/products – What do we do?**

### **Unique Selling Proposition – What makes us special?**

### **Benefits – Why use us?**

### **Company Mission – What do we want to achieve?**



## MARKET PROFILER: What Are We Like?

TARGET AUDIENCE/MARKET: Who do you want to attract?

### Age Range:

<18                      18-24                      25-35                      35-45                      45-55                      55+

### Business Size:

Small	Small -Medium	Medium	Medium – Large
1-10 employees	11-50 employees	50-200 employees	200+ employees
\$1mil or less	\$1-10 mil	\$10-50 mil	\$50+ mil

### Gender:

Male    Female

### Ethno-cultural:

Africa    Arab States    Asia-Pacific    Europe & North America    Latin America & Caribbean    Other

### Religion:

Any    Atheist    Buddhist    Christian    Hindu    Islam    Jewish    Other

### Geographical region:

International    US    NE    SE    NCentral    SCentral    NW    SW    Other

### Household income level:

<\$30K                      \$30K-50K                      \$50K-75K                      \$75K-100K                      \$100K-150K                      \$150K+

### Other Specifics

Occupation/Position

Family specifics

Hobbies/interests

Other